

ESTTA Tracking number: **ESTTA238995**

Filing date: **09/25/2008**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92048260
Party	Plaintiff i play. inc.
Correspondence Address	Steven C. Schnedler Carter & Schnedler, P.A. P.O. Box 2985 Asheville, NC 28802 UNITED STATES schnedler@ashevillepatent.com
Submission	Testimony For Plaintiff
Filer's Name	Steven C. Schnedler
Filer's e-mail	schnedler@ashevillepatent.com
Signature	/Steven C. Schnedler/
Date	09/25/2008
Attachments	Exhibit 4.pdf ( 29 pages )(8738973 bytes )

Cancellation No. 92048260

*i play. inc. (change of name from FAMILY  
CLUBHOUSE, INCORPORATED d/b/a i play), a  
North Carolina corporation,*

*Cancellation Petitioner,*

*v.*

*INTERNATIONAL PLAYTHINGS, INC,  
a Delaware corporation,*

*Registrant.*

Exhibit offered by i play. inc.

4

1996

**i play .<sup>TM</sup> ... funtime gear for little kids**  
 2000 Riverside Drive, Ste. 9  
 Asheville, NC 28804  
 (704) 254-9236 800-876-1574 Fax (704)258-9052



**Price List and Order Form**  
 Effective October 27, 1996

**Bill To:** \_\_\_\_\_ **Ship To:** \_\_\_\_\_ **Order Date:** \_\_\_\_\_  
**Name:** \_\_\_\_\_ **Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **Address:** \_\_\_\_\_ **Telephone:** \_\_\_\_\_  
 \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Order Placed By:** \_\_\_\_\_ **PO #** \_\_\_\_\_ **Minimum Order-\$100.00. 1st Orders Prepaid**  
**Net 30 with approved credit. FOB Asheville, NC**

**SWIM GEAR- DIAPERS**

DESCRIPTION		COLOR PKG SIZE							PRICE	QTY	TOTAL
2600	Print Swim Diaper- Basic	Print	B, T*		M	L	XL	SL	5.25		
2605	Print Swim Diaper- Ruffle	Print	B, T*		M	L	XL	SL	5.25		
2000	Solid Swim Diaper	White	B, T*	S	M	L	XL	SL	4.50		
	Solid Swim Diaper	Blue	B, T*	S	M	L	XL	SL	4.50		
	Solid Swim Diaper	Red	B, T*	S	M	L	XL	SL	4.50		
	Solid Swim Diaper	Pink	B, T*	S	M	L	XL	SL	4.50		
	Solid Swim Diaper	Purple	B, T*	S	M	L	XL	SL	4.50		
2625	Assorted Print Swim Diaper 6 pk by size, @ 5.00 each	Print	B, T*		M	L	XL	SL	30.00		
2025	Assorted SolidSwimDiaper- 6 pk by size, @ 4.00 each	Solid	B, T*	S	M	L	XL	SL	24.00		
2520	Boy's Trunk Swim Diaper	Print	T				2T	3T	7.50		
	Boy's Trunk Swim Diaper	Blue	T				2T	3T	7.50		
	Boy's Trunk Swim Diaper	Red	T				2T	3T	7.50		
2052	Girl's Swim Diaper Swimsuit	Purple	T				2T	3T	7.50		
2055	Boy's Shorts Swim Diaper	Red	T				2T	3T	7.50		
2060	Girl's Shorts-TopSwimDiaper	Pink	T				2T	3T	9.75		
2910	Swim Pads- set of 2, (1 size)	White	B						3.50		
2650	Swim Diaper Set-Basic Print Diaper, Sunhat, Beach Ball	Print	B		M	L	XL	SL	10.00		
2655	Swim Diaper Set-Ruffled Print Diaper, Sunhat, Beach	Print	B		M	L	XL	SL	10.00		

Swim Diaper Sizing- S(13-18 lbs) M(18-22 lbs) L(22-25 lbs) XL(25-30 lbs) SL(30-37 lbs)

**ALL ITEMS ARE PACKAGED IN NEW i play.<sup>TM</sup> PACKAGING**

Packaging codes: B-bag, T-hanger with tag, H-header card, BX- box

\*These items are packaged in a bag unless T is specified.

**SWIM GEAR -ACCESSORIES**

DESCRIPTION		COLOR	PKG	SIZE				PRICE	QTY	TOTAL
2885	Print Sunhats	Print	T	S	M	L		4.75		
2860	Solid Sunhats	Blue	T	S	M	L		4.50		
		Red	T	S	M	L		4.50		
		Purple	T	S	M	L		4.50		
		Teal	T	S	M	L		4.50		
2895	Assorted Prints 6 pk by size, @ 4.50 each	Print	T	S	M	L		27.00		
2890	Assorted Solids 6 pk by size, @ 4.00 each	Solid	T	S	M	L		24.00		
2854	Swim Shoes	Blue	B	S	M	L		5.00		
	Swim Shoes	Pink	B	S	M	L		5.00		
2833	Wetshirt-Supplex	Red	B, T*	1yr	2yr	3yr		5.00		
	Wetshirt-Supplex	Purple	B, T*	1yr	2yr	3yr		5.00		
2800	Wetsuit-Lycra	Blue/ Red	B, T*	6mo	1-2yr	3-4yr	5-6yr	9.00		
	Wetsuit-Lycra	Pink/ Purple	B, T*	6mo	1-2yr	3-4yr	5-6yr	9.00		
	Wetsuit-Lycra	Teal / Purple	B, T*	6mo	1-2yr	3-4yr	5-6yr	9.00		
1210	i play.™ Mat-30"x36"	Purple/ Teal	T					12.00		
	i play.™ Mat-30"x36"	Blue/ Red	T					12.00		
1215	i play.™ Mat-48"x60"	Purple/ Teal	T					24.00		
	i play.™ Mat-48"x60"	Blue/ Red	T					24.00		
1250	Critter Cape- Terrycloth-Cat	Blue	B					12.00		
	Critter Cape- Terrycloth-Frog	Green	B					12.00		
	Critter Cape- Terrycloth-Pig	Pink	B					12.00		
	Critter Cape- Terrycloth-Mouse	Yellow	B					12.00		
	Critter Cape- Terrycloth-Rabbit	White	B					12.00		

Swim Shoe Sizing- S- 4/5 (8-12 mos) M- 5/6 (12-18 mos) L- 7/8 (18-24 mos)

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2000 Riverside Drive, Ste. 9

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(704) 254-9236

800-876-1574

Fax (704)258-9052



# **NURSERY GEAR**

	DESCRIPTION	COLOR	PKG	PRICE	QTY	TOTAL
1100	Cozy Comforter-Cotton Flannel / Plisse 35"x45"	Pink	B	18.00		
	Cozy Comforter-Cotton Flannel / Plisse 35"x35"	Blue	B	18.00		
	Cozy Comforter-Cotton Flannel / Plisse 35"x45"	White	B	18.00		
1130	Less Mess Bib- Washable Nylon-Toddler Size	Aqua	B	5.25		
1120	Nursing Support Pillow 100% Cotton Brushed Twill	Cream	B	20.00		
	Nursing Support Pillow 100% Cotton Brushed Twill	Navy	B	20.00		
	Nursing Support Pillow 100% Cotton Brushed Twill	Spruce	B	20.00		
17000	Scented Drawer Liner- Fresh Newprint! 12 pk @ 4.75 each	Print	BX	57.00		
1110	Inch By Inch Grow Sheet 18"x36"	White Print	B	8.25		
1140	Stay Dry Sheet Saver-Small 17"x27"	White	B	5.25		
1145	Stay Dry Sheet Saver-Large 28"x34"	White	B	9.00		
11281	Snap 'n Grow Garment Extender-Two snap 2 per pk	White	B	2.90		
11282	Snap "n Grow Garment Extender- Three snap 2 per pk	White	B	2.90		
11441	First Lock of Hair		BX	4.05		
11240	Tiny Prints Handprint Kit	Pink		4.75		
11241	Tiny Prints Handprint Kit	Blue		4.75		
11242	Tiny Prints Handprint Kit	Teal		4.75		
15000	Health Journal-English	White	B	2.55		
15100	Health Journal- Spanish	White	B	2.55		
12300	Light Switch Extender	White	H	3.65		

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**Natural Cotton is unbleached and undyed without using harsh chemicals...  
so it's soft and gentle next to baby's skin**

**NATURAL GEAR**

DESCRIPTION	COLOR	PKG	PRICE	QTY	TOTAL
5008 Saque-knit Newborn Not intended for sleepwear	Natural	B	5.50		
5130 Baby Cap-knit Newborn	Natural	B	2.50		
5120 Mitts and Booties-Flannel one pair each	Natural	B	3.00		
5003 Receiving Blanket-Flannel set of 2	Natural	B	8.00		
5001 Crib Sheet- Flannel	Natural	B	7.00		
5165 Feeding Bib-Terrycloth/Knit	Natural	B	2.50		
5150 Burp Pads-Flannel set of 2	Natural	B	3.50		
5160 Nursing Pads-Flannel set of 4	Natural	B	4.25		
5155 Gentle Wipes-Flannel set of 4	Natural	B	3.00		
5007 Kimono-Flannel Not intended for sleepwear	Natural	B	5.50		
5100 Cozy Comforter-Flannel 35"X45"	Natural	B	18.00		
5004 Hooded Bath Towel-14 oz. Terrycloth 34"X34"	Natural	B	12.75		
5009 Bath Mitt-Terrycloth set of 2	Natural	B	3.50		
5250 Critter Cape-Terrycloth- Bear	Natural	B	12.00		
5125 Newborn Set- Kimono, Cap, Mitts, Booties, Feeding Bib	Natural	B	12.00		
5115 Layette Set- Receiving Blanket, Cap, Saque	Natural	B	12.00		
5110 Bedding Set-Cozy Comforter, Crib Sheet, Receiving Blanket	Natural	B	27.50		

Special instructions: \_\_\_\_\_

We welcome your feedback on current products and suggestions for future products.

Comments: \_\_\_\_\_

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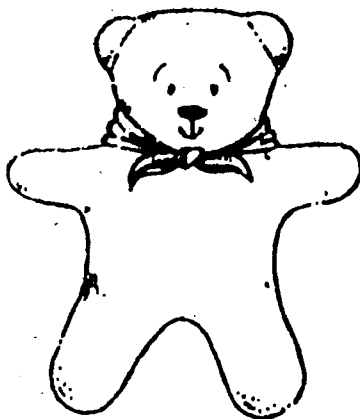
800-876-1574

Fax (704)258-9052

**1997-1998**

**Price List**

**Effective Sept 1, 1997**



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\*Packaging Options - (B)Bag (T)Tag (H)Hanger

Style#	Color/Print	Sizes	Min. Packaging Order	Price
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## SWIM GEAR

### SWIM DIAPERS

211	Sea Life 1A, 1B, 1C, 1D, 1E	M, L, XL, SL	B,T	6	5.25
212	Critters 2A, 2B, 2C, 2D, 2E	M, L, XL, SL	B,T	6	5.25
213	Mixed Prints 3A, 3B, 3C, 3D, 3E	S, M, L, XL, SL	B,T	6	5.25
215	Traditional 5A, 5B, 5C, 5D, 5E	M, L, XL, SL	B,T	6	5.25
218	Sets - Asst. Prints 6A, 6B, 6C, 6D, 6E	M, L, XL, SL	B,T	6	5.25
214	Solids 4C, 4D	S, M, L, XL, SL	B,T	6	5.00
	(W) White	S, M, L, XL, SL	B,T	6	4.50
211Z	Sea Life 6pk by size (5.00 each)	M, L, XL, SL	B,T	1	30.00
212Z	Critters 6pk by size (5.00 each)	M, L, XL, SL	B,T	1	30.00
213Z	Mixed 6 pk by size (5.00 each)	S, M, L, XL, SL	B,T	1	30.00
215Z	Traditional 6pk by size (5.00 each)	M, L, XL, SL	B,T	1	30.00
218Z	Sets 6 pk by size (5.00 each)	M, L, XL, SL	B,T	1	30.00
214Z	Solids 6pk by size (4.25 each)	S, M, L, XL, SL	B,T	1	25.50

(6 packs sold in assorted selection) Mixed Prints may include additional prints

### GIRL'S SWIM DIAPER SWIMSUIT

216	6E, 3A (6F) White Eyelet (6F fabric not shown)	2T, 3T, 4T 2T, 3T, 4T	B,H B,H	3	8.50
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### BOY'S TRUNK

217	4C, 4D, 5C, 5E, 6A, 6B 6C, 6D, (1F) Tropical (1F fabric not shown)	2T, 3T, 4T	B,H	3	7.50
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### SWIM PADS - 2 per pack

244WX	(W)White	X One Size	B	6	3.50
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### BOYS SWIM DIAPER SET - Swim Diaper, Sunhat, Beachball

221	Assorted Prints	M, L, XL, SL	B	3	10.00
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### GIRL'S SWIM DIAPER SET - Swim Diaper, Midriff Top, Sunhat, Beachball

222	Assorted Prints	M, L, XL, SL	B	3	12.00
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### DELUXE SWIM DIAPER SET - Swim Diaper, T-Shirt, Shade Hat, 2 Swim Pads, Beachball

223	6A, 6B, 6C, 6D, 6E (6E comes with ruffle hat)	M, L, XL, SL	B,H	3	15.00
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### BOY'S TRUNK SET - Trunks, T-Shirt, Shade Hat, 2 Swim Pads, Beachball

224	6A, 6B, 6C, 6D	2T, 3T, 4T	H	3	17.50
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### GIRL'S SWIMSUIT SET - Swim Diaper Swimsuit, Ruffle Hat, 2 Swim Pads, Beachball

225	3A, 6E (6F) White Eyelet (6F fabric not shown)	2T, 3T, 4T	H	3	13.50
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Style#	Color/Print	Sizes	Packaging	Min Order	Price
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### COTTON PRINT SUNHAT

231	Sea Life 1A, 1B, 1C, 1D, 1E Critters	S/M	T	6	4.75
232	2A, 2B, 2C, 2D, 2E Mixed Prints	L/XL (2T)	T	6	4.75
233	3A, 3B, 3C, 3D, 3E Traditional	SL (3T, 4T)	T	6	4.75
234	5A, 5B, 5C, 5D, 5E Sets - Asst. Prints		T	6	4.75
238	6A, 6B, 6C, 6D, 6E		T	6	4.75
231Z	Sea Life 6pk by size (4.50 each)	S/M	T	1	27.00
232Z	Critters 6 pk by size (4.50 each)	L/XL (2T)	T	1	27.00
233Z	Mixed 6 pk by size (4.50 each)	SL (3T, 4T)	T	1	27.00
234Z	Traditional 6 pk by size (4.50 each)		T	1	27.00
238Z	Sets - Asst. Prints		T	1	27.00

(6 packs sold in assorted selection) Mixed Prints may include additional prints

### SUPPLEX SOLID COLOR SUNHAT

235	4A, 4B, 4C, 4D, 4E	S/M, L/XL (2T),	T	6	4.75
235Z	6 pk by size (4.50 each)	SL (3T, 4T)	T	1	27.00

### SHADE HAT - 100% COTTON

236	6A, 6B, 6C, 6D 7A, 7B, 7C, 7D 7E, (7F) White	X One Size (1 - 4 yr)	T	6	5.00
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### GIRL'S RUFFLE HAT

237	3A, 6E (6F) White Eyelet (6F fabric not shown)	X One Size (1 - 4 yr)	T	6	5.00
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### T-SHIRT

241	6A, 6B, 6C 6D, 6E	S/M, L/XL (2T), SL (3T, 4T)	T	6	5.00
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### GIRL'S MIDRIFF TOP

242	(W) White, (P) Pink, (R) Red	X One Size	B	6	3.00
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### CRITTER CAPE

243	(B) Blue Cat (G) Green Frog (P) Pink Pig (W) White Rabbit (Y) Yellow Mouse	X One Size (1 - 4yr)	B, T	3	12.00
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## NURSERY GEAR

### STAY DRY SHEET SAVER

130	(W) White	(S) 17" x 27"	B	6	5.25
	(W) White	(L) 28" x 34"	B	3	9.00

Style#	Color/Print	Sizes	Packaging	Min Order	Price
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SNAP N GROW GARMENT EXTENDER					
180	(W)White	Two Snap, 2 per pk	B	12	2.90
181	(W)White	Three Snap, 2 per pk	B	12	2.90



FIRST LOCK OF HAIR					
182XX		X One Size	BX	6	4.05



TINY PRINTS HANDPRINT KIT					
183	(P)Pink	X One Size	CAN	6	4.75
184	(B)Blue	X One Size	CAN	6	4.75
185	(T)Teal	X One Size	CAN	6	4.75



HEALTH JOURNAL					
186	(E)English	X One Size	B	6	2.55
	(S)Spanish	X One Size		6	2.55



POLAR FLEECE RECEIVING BLANKET					
131	(B)Blue, (Y)Yellow (M)Mint, (L)Purple (P)Pink, (R)Red (W)White, (T)Teal	X One Size (30" x 40")	T	6	8.00



DIAPER COVERS (preemie available in white only)					
123	(A)Aqua, (R)Red (P)Rose, (B)Royal (W)White, (Y)Yellow	P, NB, S, M, L, XL	B	6	5.15
123Z	6 Pk by size (4.95 each)	P, NB, S, M, L, XL	B	1	29.70



CHANGING PADS					
132	(B)Blue, (P)Pink (W)White, (Y)Yellow	(SM) 18" x 27"	B	3	4.50
133	(B)Blue, (P)Pink (W)White, (Y)Yellow	(LG) 20" x 30"	B	3	4.75



WIPE OFF TODDLER BIB					
140XX	Assorted Prints	X One Size	H	6	3.50



WIPE OFF FEEDING BIB					
141XX	Assorted Prints	X One Size	H	6	2.75



TERRY CLOTH FEEDING BIB					
142	(B)Blue, (G)Green (P)Pink, (W)White (Y)Yellow	X One Size (10" x 10")	B,H	6	2.75



BABY SHEET - CRIB SHEET (Flannel)					
134	(B)Blue, (P)Pink (W)White, (Y)Yellow	X One Size (28" x 52")	B	3	8.85

Style#	Color/Print	Sizes	Packaging	Min Order	Price
<b>BABY SHEET - CHANGING TABLE SHEET - Flannel</b>					
135	(B)Blue, (P)Pink (W)White, (Y)Yellow	X One Size (18" x 36")	B	3	4.25
<b>BABY SHEET - PACK AND PLAY SHEET - Flannel</b>					
136	(B)Blue, (P)Pink (W)White, (Y)Yellow	X One Size (29" x 42")	B	3	6.00
<b>BASSINETTE SHEET - Flannel</b>					
137	(W)White	X One Size (16" x 30")	B	3	4.25
<b>HOODED TOWEL - Terry</b>					
150	(B)Blue, (P)Pink (W)White, (Y)Yellow (G)Green	X One Size (34" x 34")	B	3	9.50
<b>SCENTED DRAWER LINER</b>					
17000	12 pk @ 4.90 each	X One Size	CS	12	58.80
<b>1/2 INCH BY 1/2 INCH GROW SHEET - 100% White Cotton</b>					
187XX		X One Size (18" x 36")	B	3	8.25
<b>NATURAL GEAR/COTTON GEAR</b>					
<b>SAQUE - Knit</b>					
670	(N)Natural (W)White 8A, 8B, 8C, 8D, 8E	(N)Newborn	B,T	6	7.00
<b>BABY CAP - Knit</b>					
671	(N)Natural (W)White 8A, 8B, 8C, 8D, 8E	(N)Newborn (P)Premie	B,T	6	2.50
<b>MITTS AND BOOTIES - Knit - Set includes 1 pair of Mitts and 1 pair of Booties</b>					
672	(N)Natural	(N)Newborn	B,T	6	4.25
<b>FLANNEL RECEIVING BLANKET - Set of 2</b>					
630	(N)Natural	X One Size (30" x 32")	B,T	3	9.00
<b>CRIB SHEET - Flannel</b>					
631	(N)Natural	28" x 52"	B,T	3	8.50
<b>FEEDING BIB - Terry</b>					
640	(N)Natural	X One Size (10" x 10")	B,T	6	2.75



Style#	Color/Print	Sizes	Min. Packaging Order	Price
<b>BURP PADS</b> - Flannel - Set of 2				
641	(N)Natural	X One Size (10" x 18")	B,T 3	3.50
<b>NURSING PADS</b> - Flannel - 3 pair				
642	(N)Natural (W)White	X One Size	B,T 3	4.25
<b>GENTLE WIPES</b> - Flannel - Set of 40				
643	(8C)Pink, (8D)Blue (N)Natural, (W)White	X One Size (9" x 9")	B,T 3	3.00
<b>KIMONO</b> - Flannel				
673	(N)Natural	X One Size	B,T 3	6.25
<b>HOODED BATH TOWEL</b> - Terry				
650	(N)Natural	X One Size (30" x 40")	B,T 3	12.75
<b>BATH MITT</b> - Terry - Set of 2				
651	(N)Natural	X One Size	B,T 3	3.50
<b>CRITTER CAPE</b> - Terry				
652	(N)Bear - Natural	X One Size	B,T 3	12.00
<b>NEWBORN SET</b> - Kimono, Baby Cap, Mitts & Booties, Feeding Bib				
620	(N)Natural	X One Size	B 3	12.50
<b>LAYETTE SET</b> - Receiving Blanket, Cap, Socks				
621	(B)Blue (P)Pink (W)White (M)Mint (N)Natural	X One Size	B 3	13.50
<b>GIFT SET</b> - Mitts, Booties, Cap, Newborn Playsuit, Knit Receiving Blanket				
622	(B)Blue (P)Pink (W)White (M)Mint	X One Size	B 3	14.50
<b>SNAP 'N GROW PLAYSUIT</b> - Short Sleeve (S/S) and Long Sleeve (L/S) - Knit - Includes Snap 'n Grow Extender				
674 (S/S)	(N)Natural (W)White 8A, 8B, 8C, 8D, 8E	P, N, S (lap shoulder) M, L, XL (henley style)	B,T 6	6.00
673 (L/S)	Same as above	Same as above	6	7.00
<b>PLAY PANTS</b> - Knit - Sizes P, N, S, with feet - Sizes M, L, XL, cuff hem				
675	(N)Natural (W)White 8A, 8B, 8C, 8D, 8E	P, N, S, M, L, XL	B,T 6	4.00
<b>PLAYSHIRT</b> - Short Sleeve (S/S) - Knit - lap shoulder and Long Sleeve (L/S) - Knit - Henley Style				
676 (S/S)	(N)Natural	P, N, S, M, L, XL	B,T 6	3.00
676 (L/S)	(N)Natural	P, N, S, M, L, XL	B,T 6	4.00



Style#	Color/Print	Sizes	Packaging	Min Order	Price
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PLAYSHIRT - Knit - Long Sleeve -					
677	(W)White 8A, 8B, 8C, 8D, 8E	P, N, S (lap shoulder) M, L, XL (henley style)	B, T	6	4.00



CONVERTER - Knit -					
680	(N)Natural (W)White 8A, 8B, 8C, 8D, 8E	(X) One Size Newborn to 1 yr	B, T	3	12.00



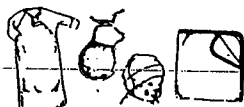
I play™ BEAR - Natural Organic French Terry					
681	(N)Natural	X One Size (12" X 8")	T	3	7.00



PREMIE SAGUE - Knit -					
610	(N)Natural (W)White 8A, 8B, 8C, 8D, 8E	(P)Premie	B, T	6	7.00



PREMIE/NEWBORN SWADDLING BLANKET - Knit -					
611	(N)Natural (W)White 8B, 8C, 8D	X One Size	B, T	6	6.50



PREMIE SET - Knit - Sague, Cap, Bib, Receiving Blanket					
623	(N)Natural (W)White 8A, 8B, 8C, 8D, 8E	(P)Premie	B	3	12.50



BABY BIB - Terry/Knit - Set of 2 - Includes one white, one color, except in natural					
644	(N)Natural (W)White 8A, 8B, 8C, 8D, 8E	(P)Premie (N)Newborn	B, T	6	2.75



WASHCLOTH - Knitted Terry - Set of 2 - Includes one white, one color, except in natural					
653	(B)Blue, (W)White (M)Mint, (Y)Yellow (P)Pink, (N)Natural	X One Size	B	6	3.00



KNIT RECEIVING BLANKET - Set of 2 - Includes one white, one color, except in natural					
632	(N)Natural (W)White 8A, 8B, 8C, 8D, 8E	(30" x 32")	B	3	10.00



POLAR RECEIVING BLANKET - Polar Fleece					
633	(N)Natural	(29" x 32")	B, T	3	8.00



MITTS - Set of 2 - One white, one color					
678	(W)White (M)Mint (P)Pink (B)Blue	(P)Premie (N)Newborn	B	6	3.50



BOOTIES - Set of 2 - One white, one color					
679	(W)White (M)Mint (P)Pink (B)Blue	(P)Premie (N)Newborn	B	6	5.00

# Discover i play.™

Our name says it all. Fun and frolic, romp and rollick.  
We make fun time gear for little kids.

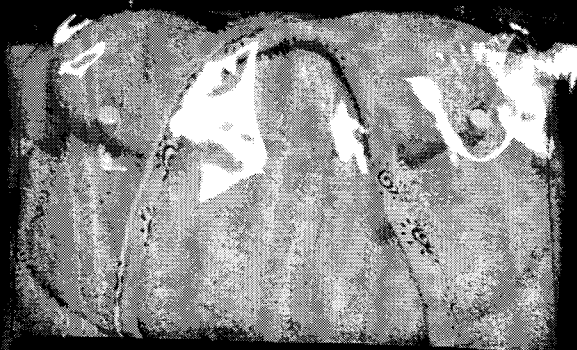


**i play.™**

Our reusable plastic bags come in several sizes with a small plastic handle/hanger.

**i play.™**

Our clear plastic packaging means every product is delivered fresh and clean.



**i play.™**

Our packaging is reusable, which means less waste and more fun.



Fun for little kids... and parents.

**i play.™**

Our inserts feature bright colors and graphics that grab attention and assure product recognition.

**i play.™**

**i play.™ packaging is as innovative as what's inside.**

It's important to us how our products are shipped, how convenient they are for our buyers and how they are presented to the consumer. **i play.™** clear plastic packaging means every product is delivered fresh and clean. Our reusable plastic bags come in several sizes with a small plastic handle/hanger and a cardboard insert that fits in the bottom of the bag. The quality of our products shows through the clear packaging, while the inserts feature bright colors and graphics that grab attention and assure product recognition. Easy-to-read features and benefits let customers evaluate each product quickly. And our convenient sizes and shapes function well in any store display.

At **i play.™** it's also important the message we give about our world. That's why all our packaging is reusable, which means less waste and more fun with so many possible re-uses at home or on the go. Store wet swim stuff in a dry car. Carry snacks and toys. Pack away baby clothes. Charm a little one with a new purse. And put several in the diaper bag to keep our Baby Kimono dry, Gentle Wipes wet, and diapers in a place of their own.

Just like the products that go in them, **i play.™** packaging comes chock-full of careful thought, scrupulous attention... and lots of fun!



1700 Riverside Drive, Suite #1  
Asheville, NC 28604  
1-800-670-1511



i play.™

Our reusable plastic bags come in several sizes with a small plastic handle/hanger.

i play.™

Our clear plastic packaging means every product is delivered fresh and clean.



i play.™

Our packaging is reusable, which means less waste and more fun.



Continued story for little kids and parents.

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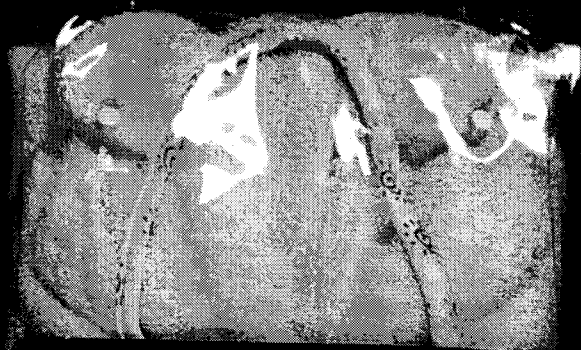
4000 Riverside Drive, Suite #50  
Asheville, NC 28804  
1-800-676-1573

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Our reusable plastic bags come in several sizes with a small plastic handle/hanger.

**i play.™**

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**i play.™**

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Just like the products that go in them, **i play.™** packaging comes chock-full of careful thought, scrupulous attention. . . and lots of fun!



2200 Riverchase Drive, Suite #10  
Ashburn, VA 20146  
1-800-978-1574



i play.™

Our name says it all. Fun and frolic, romp and rollick. We make fun time gear for little kids . . . and parents . . . that encourages them to play and grow, explore and learn. i play.™ after all, is dedicated to children and the learning experience that comes from play. It is our belief that children develop social skills and get in touch with their world through their unique style of imagination and investigation.

Our long-lasting products are innovative, durable, practical and affordable, and they are designed to make parenting fun and easy, too! We planned it that way and guarantee our quality from the first design sketch through sewing and assembly and past our tough, quality-control team.

You'll find it, too, in our broad selection of fabrics. We call on nature's finest and technology's newest to give our clothes and accessories the best-of-both-worlds features that make them so fun. Most products are 100% cotton and our Natural Cotton Cleanie is so, so soft and uses no bleaches or dyes that could irritate delicate skin. We choose top-quality, lush polar fleece to make the i play.™ Mat cozy and cuddly. Then we add the latest in fiber-tech fabrics such as Vela™ to wick away wetness in our popular Swim Diapers to perform its stunner instant magic in our play Dry Clean Cover Supplies. So used in our wetshirt and sunhats and stretchy Lycra make our Pike Shorts and Aquatics perform so well in water. Thanks to modern science, these miracle fabrics are soft and breathable, too.

We'd better way to say fun than with bright colors and prints? We choose carefully to make sure our prints are the ones that hide like the ones that make them feel happy and joyful. Bright colors that say "i play." Bright colors that stay true with washing after washing.

At i play.™ we try to towel with everything we do. Integrity and value are as much a part of the design and dress and form. i play.™ products are made in America using fair labor practices. Our products are designed and manufactured here in the United States and made to last. Our packaging is made to be as strong, fun and useful as the products inside. And we hope you'll love our products as much as we love them. We want to make i play.™ products the best thing you'll ever want to wear on your kid.



10001 Pine Knoll Drive, Suite #0  
Asheville, TN 28904  
(704) 251-1001

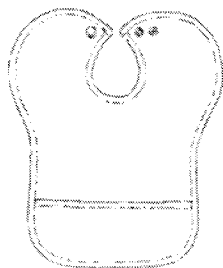
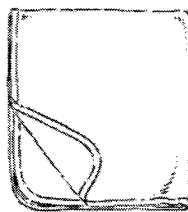


## Nursery Gear

### Polar Receiving Blanket

Wrap little lambs in fleece. Our Polar Receiving Blanket surrounds babies in warmth and comfort. Supersoft fleece is lightweight and cuddly soft on both sides.

- o Reversible with attractive binding.
- o Assorted colors, including natural to coordinate with **i play.**™  
Natural Cotton clothing and accessories.



### Wipe Off Bib

Babies look sharp even **after** feeding time in our colorful laminated bib. Wipe off vinyl keeps them clean and dry, while 100% cotton backing feels soft next to their skin.

- o Toddler size has catch-all pocket that minimizes mess.
- o Choose from bright prints.

### Feeding Bib

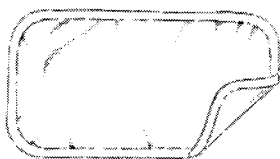
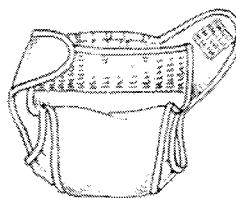
- o Generous sized bib comes in vinyl coated prints or terrycloth solids.



### Diaper Cover

Who says practical can't be pretty, too? Our Diaper Cover features a colorful waterproof shell that is soft and pliable. Velcro closures offer adjustable fit and easy on/off.

- o Leakproof leg gussets protect clothing.
- o Lightweight stain-resistant Visa™ lining wicks away wet.



### Changing Pad

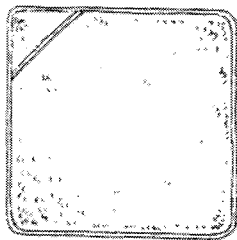
At home or on the go, the **i play.**™ changing pad is made of soft 100% cotton with a sturdy waterproof backing. Two convenient sizes fold easily into diaper bag.

- o Assorted colors complement any nursery decor.
- o Attractive binding adds durability.

### Baby Sheet

Cotton baby sheets come in a variety of colors and sizes.

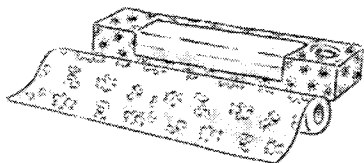
- o Sized generously to prevent untucking.
- o Soft 100% cotton



### Hooded Towel

Luxuriously lush and thick terrycloth welcomes baby from the bath.

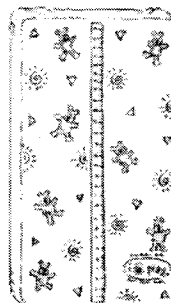
- o Soft cotton terry
- o 34" x 34"



### Scented Drawer Liner

The delicate scent of baby powder keeps the nursery and baby's clothes fresh and fragrant.

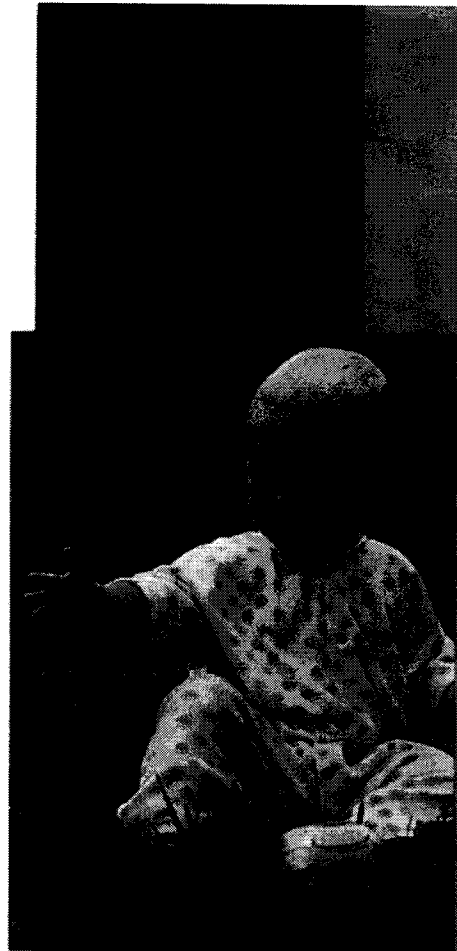
- o Easy-wipe surface with cotton backing.
- o Light adhesive prevents slipping.
- o Lines three drawers or shelves.



### Inch By Inch Grow Sheet

**i play.**™ changing table sheet really measures up! Our cotton table cover features a 30" ruler screen printed on top to easily measure even wiggly babies. Handy, permanent marker keeps track of baby's growth.

- o See baby's growth at a glance.
- o Cheerful, 100% cotton print.
- o Fits standard changing table.



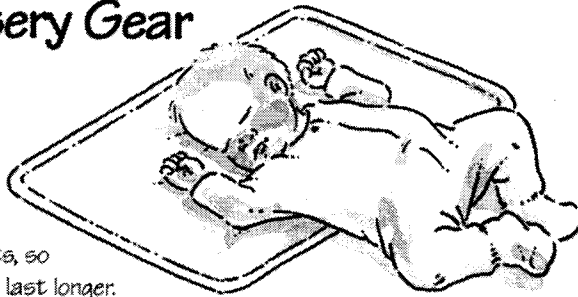
2000 Riverside Drive, Suite #9  
Asheville, NC 28801  
1-800-876-1574



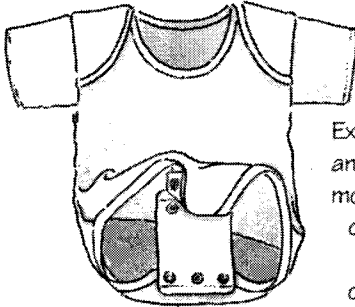
# Nursery Gear

## Stay Dry Sheet Saver (Pad)

Kiss little ones goodnight and know they'll have a good night on **i play**™ Sheet Saver. Lightweight Visa™ fabric draws moisture away from baby while middle layer of felt absorbs and nylon backing protects sheets, so baby sleeps more comfortably and sheets last longer. Thick and fluffy, yet folds conveniently for travel.



- o Quick-change sheet protection.
- o Doubles as changing pad or travel mat.
- o Easy wash and dry.
- o Small and large sizes



## Snap 'n Grow Garment Extender

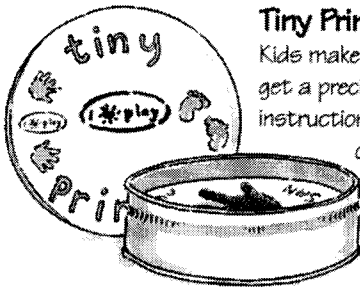
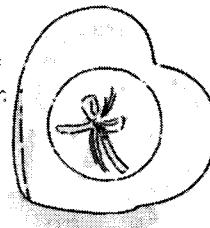
Extending the life of baby's clothes is a snap! These soft and sturdy extenders stretch wearing time by almost six months. Fits suits with large and small snaps.

- o 3" x 4" extender snap into one-piece snap-bottom garments, adding 3 to 4 inches of length.
- o Fits a variety of suits.

## First Lock of Hair

Cherish baby's first lock for a lifetime with our stylish acrylic heart. Pink and blue ribbons are included for tying baby's hair.

- o Easy snap-apart design.
- o Works for a small photo, too.
- o Enclosed in clear acrylic box for keep-saking.



## Tiny Prints Handprint Kit

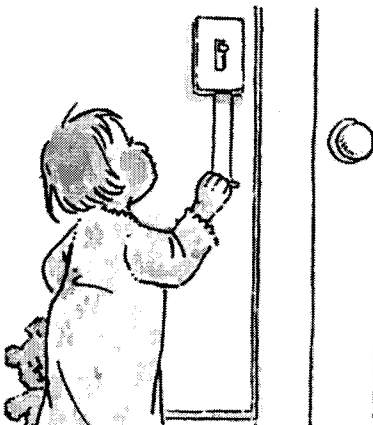
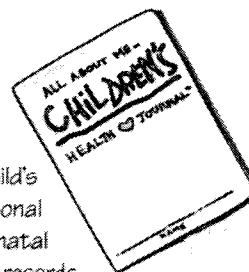
Kids make a "good impression" of their hand or foot-print...and parents get a precious keepsake with our Tiny Prints Kit. Includes complete instructions and everything needed to create a lasting memory.

- o White tin features a choice of pink, blue or green decoration.

## All About Me Children's Health Journal

This pocket-sized journal is really a child's passport to a healthy life. Keeps personal medical history handy, including a prenatal section, inoculation dates and dental records.

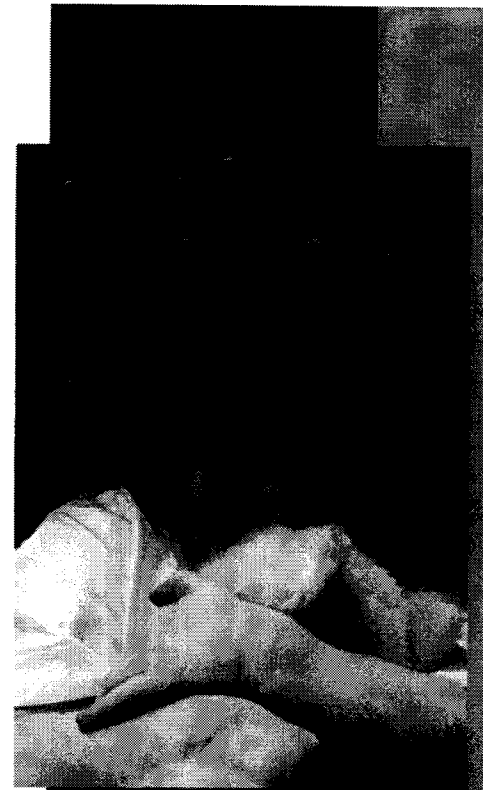
- o Available in English and Spanish.
- o Written by a physician.
- o Durable vinyl cover, 33 pages.



## Light Switch Extender

Make life a little brighter for little ones whose hands don't quite reach. Our Light Switch Extender gives their growing sense of independence a boost.

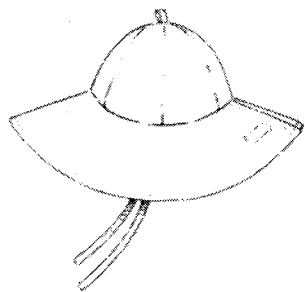
- o Easy to install in place of existing plate.
- o For one-switch plates only.



2505 Riverside Drive, Suite #9  
 Asheville, NC 28604  
 800-343-6437



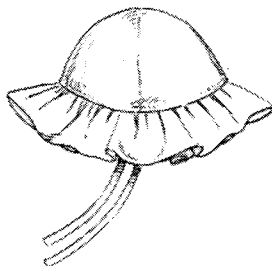
## Swim Gear



### Shade Hat

Baby is made in the shade in the **i play.**™ shade hat. Wide brim protects tender skin. Colorful designs match Swim Diaper/Trunks and T-Shirt to make a stylish set.

- o Adjustable Velcro closure for adjustable fit and easy on/off.
- o Ties keep hat in place.
- o Assorted bright colors.



### Ruffle Hat

Just for girl's — this cute ruffle hat provides sun protection and coordinates with print or solid swim diapers.

- o Ties keep hat in place.
- o One size fits all.



### T-Shirt

Our colorful screenprinted T-shirt looks cool while keeping baby warm and protected from the sun's harmful rays. Bright designs complement the prints of our Swim Diaper and Trunks.

- o Colorful designs.
- o Soft, 100% cotton.
- o T-shirt and Swim Diaper/Trunks are available separately or as a set.

### Girl's Midriff Top

Dress little girl's comfortably and modestly with adjustable tie-on midriff top. Soft cotton lycra goes with print or solid swim diaper.

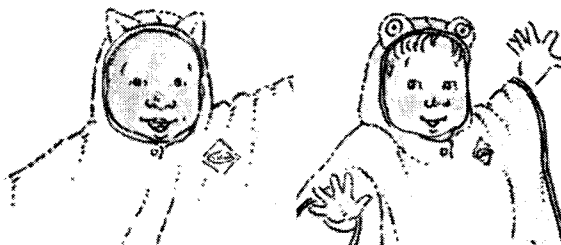
- o Modestly made easy for little girl's
- o One size fits all
- o Sold separately or in a set.



### Citter Cape for Bath and Beach

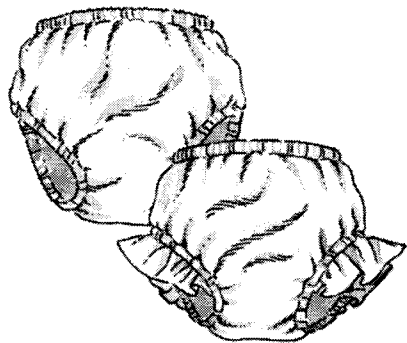
Turn drying-off time into play-time with our cotton terry poncho. Hooded design with whimsical animal ears stimulates imaginative play after a bath or a day at the beach. Kids stay warm—and have fun—while they dry...and parents love the easy, over-the-head styling.

- o Snaps at neck.
- o One size fits 1 to 4 years.



2000 Riverside Drive, Suite #9  
Asheville, NC 28804  
1-800-427-1574

# Swim Gear



## Swim Diaper

Make pool time more fun for babies...and parents with **i:play.**™ Swim Diapers. They protect against embarrassing in-pool accidents and won't clog pool filters. Styled for boys and girls in a wide assortment of prints and vibrant colors, Swim Diapers look sharp when worn alone or under a swim suit.

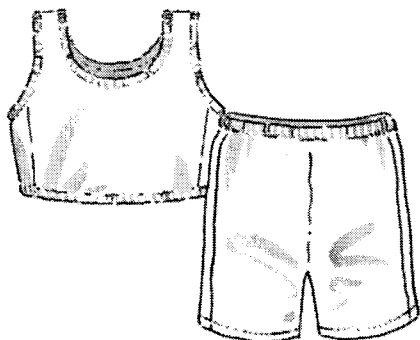
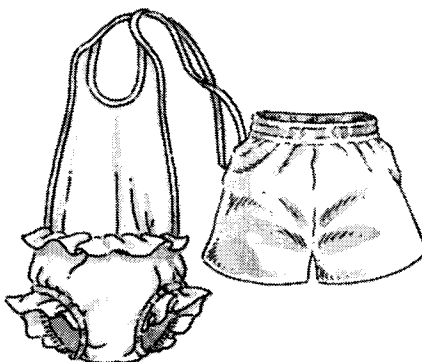
Girl's print diapers feature ruffles at the legs.

- o Lightweight stain-resistant Visa™ lining wicks away wetness.
- o Trim fit allows free movement for more fun!

## Boy's Trunk Swim Diaper Girl's Swimsuit Swim Diaper

Toddlers love our "Big Kid" design, trunk-style suit for boys and one-piece ruffled swimsuit for girls. Both designs feature built-in Swim Diaper. Comes in a variety of colors.

- o Girls made with stretchy Lycra.
- o Boy's made with quick drying Supplex™.
- o Lightweight stain-resistant Visa™ lining wicks away wetness.



## Boy's and Girl's Bike Shorts

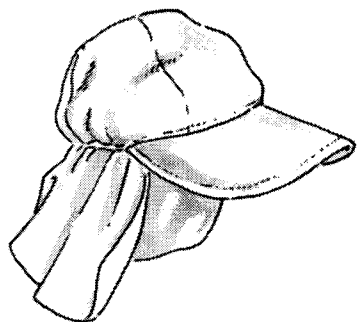
Our colorful and fashionable Bike Shorts make a big splash with boys and girls. Stretchy lycra shorts are fun to wear in the water or out.

- o Built-in swim diaper gives in-pool protection.
- o Girl's set features a matching crop top.

## Swim Pads

Soft and absorbent, Swim Pads provide added protection outside the pool.

- o Stain-resistant Visa™ wicks away wetness.
- o Hour-glass shape fits snugly inside Swim Diaper.
- o Washable and reusable, too.



## Sunhat

Babies play longer and safer under our colorful Sunhat. Wide brim and matching neck flap protect head, face and neck from harmful exposure to the sun.

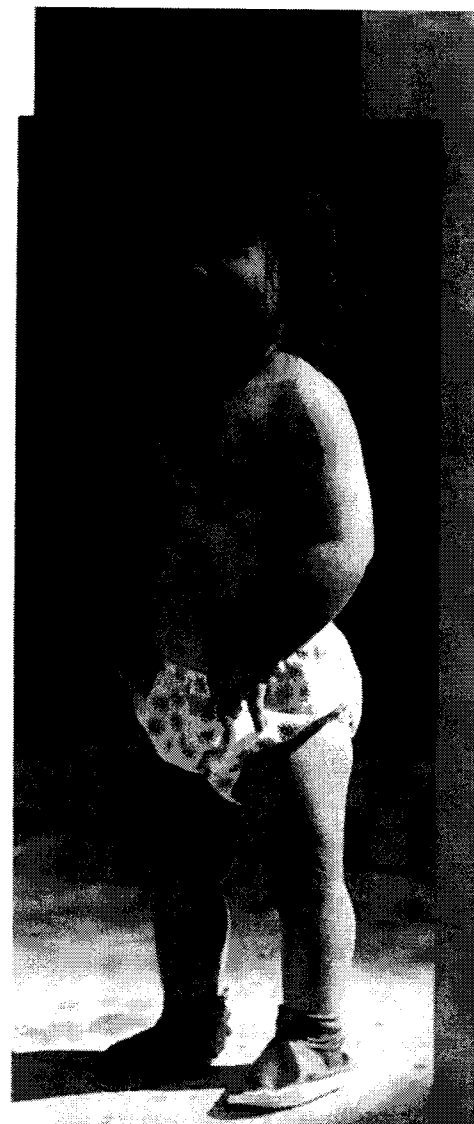
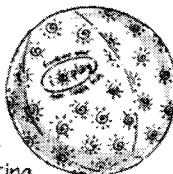
- o Choose from assorted colors and cotton prints.
- o Elastic band keeps hat snug.

## Set Combination Means Added Value

Kids have a ball with **i:play.**™ baby beach ball just the right size for little fingers. Made of clear vinyl.

**Swim Diaper Set:** Comes with color coordinating...

- o Sunhat
- o Swim Diaper
- o Beach Ball



1000 Riverside Drive, Suite #9  
 Asheville, NC 28801  
 800.875.1001



 **Natural Gear**



**Sets Make a Perfect Gift.**

Natural sets in color coordinate with any color scheme. The combination gives each baby the best of both worlds.

o **Newborn Set**... Baby-King and Cotton-Gate, hooded jacket, pants and bonnet.

o **Layette Set**... Kicking Planner, Cotton-Gate, All-Over-Set.

o **Bedding Set**... Cozy Comforter, Cotton-Gate, All-Over-Set.



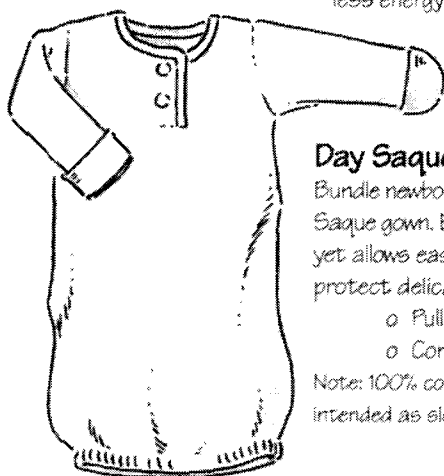
2000 Riverside Drive, Suite #8 • Asheville, NC 28804  
1-800-876-1574





## **Natural Gear**

**i play.**™ brings you natural fiberwear at the best value! The rich ivory-colored, natural cotton fabric is unbleached, undyed and unprocessed. **i play.**™ Natural Cotton fabric uses less energy to manufacture and requires no chemicals harmful to delicate skin.



### **Day Saque**

Bundle newborns in our soft and comfortable cotton Day Saque gown. Elasticized bottom keeps baby's legs covered, yet allows easy access for diaper changes. Built-in mitts protect delicate skin from newborn's sharp fingernails.

- o Pulls on easily over baby's head.
- o Convenient snap closing.

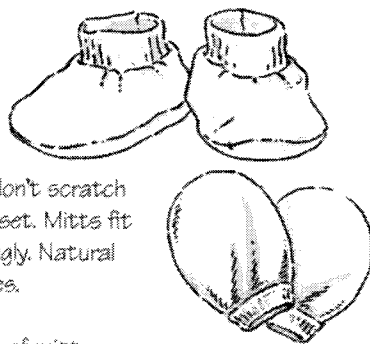
Note: 100% cotton is not flame retardant and therefore not intended as sleepwear.



### **Cotton Cap**

Keep baby's head warm indoors or out with our fashion-smart Cotton Cap. Snug fit protects baby from wind or drafts. Natural cotton color coordinates with any accessories.

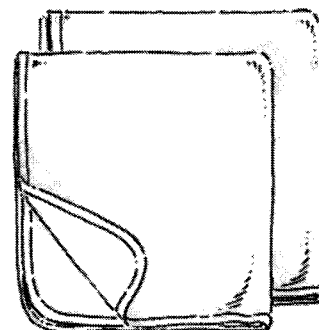
- o Soft, cotton interlock knit.



### **Newborn Mitts and Booties Set**

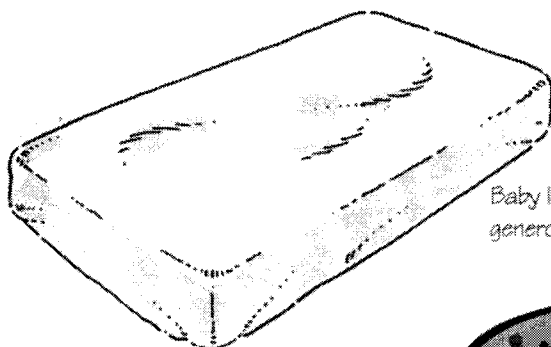
Little feet stay warm and sharp fingernails don't scratch when they're tucked safely inside our special set. Mitts fit gently over baby's hands while booties fit snugly. Natural cotton color coordinates with any accessories.

- o Soft, 100% cotton interlock knit.
- o Set includes one pair of booties, one pair of mitts.



### **Receiving and Crib Blanket**

Cradle newborns in comfort—and style—in an **i play.**™ Receiving or Crib Blanket. High-quality cotton is soft and breathable next to tender skin. Premium bindings make our blanket even more attractive and durable.



### **Crib Sheet**

Baby loves the soft and breathable cotton...and parents love the generous size that covers mattress fully and prevents untucking.

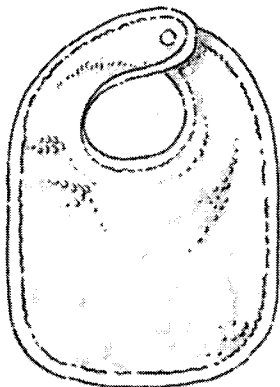
- o Fits standard crib mattress.





## **Natural Gear**

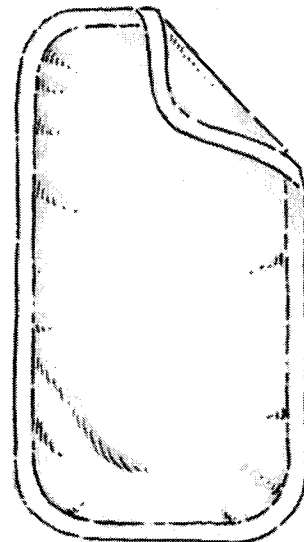
**i play.**™ brings you natural fiberwear at the best value! The rich ivory-colored, natural cotton fabric is unbleached, undyed and unprocessed. **i play.**™ Natural Cotton fabric uses less energy to manufacture and requires no chemicals harmful to delicate skin.



### **Feeding Bib**

Our practical Feeding Bib features an adjustable snap closure that delivers a secure fit and easy on/off. Thick terry with knit backing.

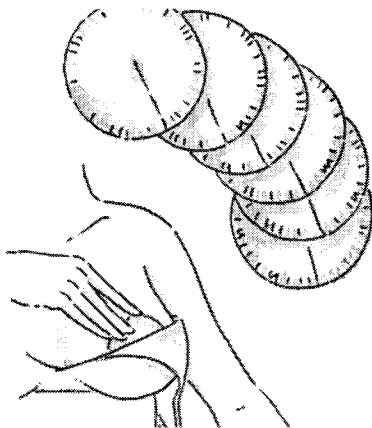
- o 100% cotton.
- o Super-absorbent.



### **Burp Pads**

**i play.**™ designed these generously sized burp pads to protect the clothing of anyone lucky enough to hold baby. natural knit binding adds durability.

- o Soft, super-absorbent 100% cotton.
- o Two per package.

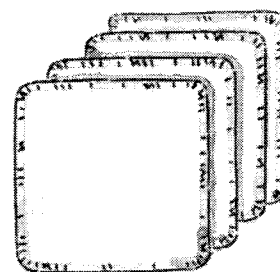


### **Nursing Pads**

In addition to all-natural comfort next to mother's skin,

**i play.**™ Nursing Pads feature a compact, contoured shape for a secure and smooth fit under clothes.

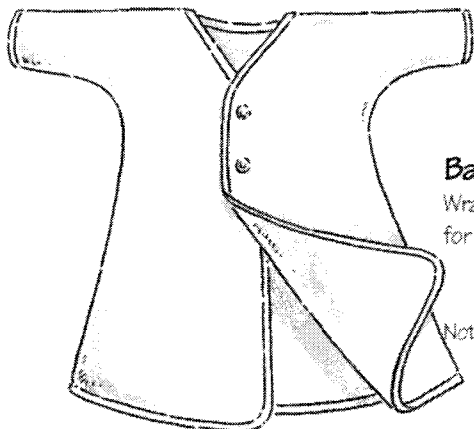
- o Contoured shape fits smoothly.
- o Super-absorbent cotton.
- o 3 pairs to a package.



### **Gentle Wipes**

Save baby's tender skin from harsh alcohol-treated wipes with our all-cotton, reusable Gentle Wipes. Simply wet with water. Keep two packs handy—one for feeding, the other for diaper changes.

- o Convenient for home or travel.



### **Baby Kimono**

Wrap newborns in a cuddly **i play.**™ flannel cotton Baby Kimono. Perfect for lounging or after bath. Fashionable styling includes easy snap closure.

- o Generous length keeps legs warm.
- o Open front for quick changes.

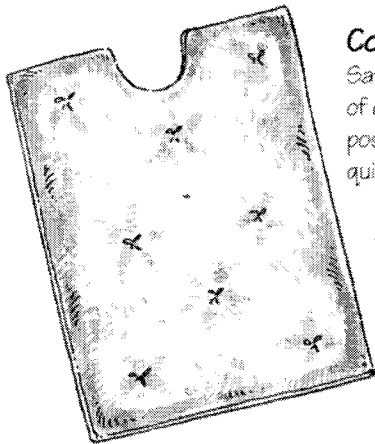
Note: 100% cotton is not flame retardant and therefore not intended as sleepwear





## **Natural Gear**

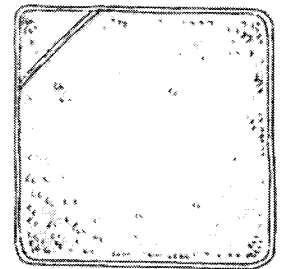
**i play.**™ brings you natural fiberwear at the best value! The rich ivory-colored, natural cotton fabric is unbleached, undyed and unprocessed. **i play.**™ Natural Cotton fabric uses less energy to manufacture and requires no chemicals harmful to delicate skin.



### **Cozy Comforter**

Safe and warm—that's how baby feels snuggled in our natural-cotton version of our popular Cozy Comforter. Our unique design promotes a safe sleeping position and keeps babies warm whether they're on their side or back. Soft, quilted cotton is so comfortable...parents might want to borrow it!

- o Keeps baby's shoulders warm without extra fabric crowding face.
- o Generously sized with cut-out for baby's head.



### **Hooded Bath Towel**

Our luxuriously soft, cotton terry Hooded Bath Towel welcomes baby from the bath in style. Baby enjoys cozy comfort...and parents love the thick and thirsty terry cloth.

- o Generously sized:



### **Bath Mitt**

Bathing baby is child's play with an **i play.**™ Bath Mitt. Almost like an extra hand, our mitt gives bather a confident hold on slippery babies so everyone relaxes more. Baby feels caressed by the lush, cotton terry mitt...and parents enjoy freer hand movement.

- o Gathered at wrist for secure fit.
- o Generous size fits any hand size.



### **Critter Cape** for Bath and Beach

Turn drying-off time into play time with a natural-cotton version of our terry poncho. Hooded design with whimsical teddy bear ears stimulates imaginative play after a bath or a day at the beach. Kids stay warm—and have fun—while they dry...and parents love the easy, over-the-head styling.

- o Snaps at neck.
- o One size fits one to four years:

### **Sets Make a Perfect Gift.**

Natural cotton color coordinates with any decor and a set combination gives added value.

o **Newborn Set...** Baby Kimono, Cotton Cap, Feeding Bib, Mitts and Booties

o **Layette Set...** Receiving Blanket, Cotton Cap and Day Saque

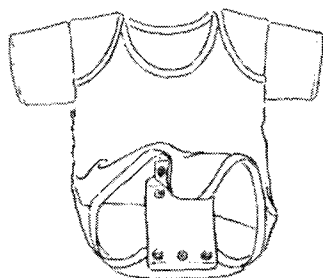
o **Bedding Set...** Cozy Comforter, Receiving Blanket and Crib Sheet





## **Natural Gear**

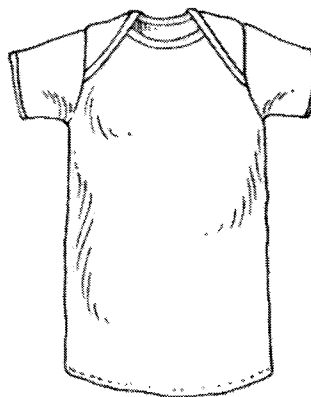
**i play.**™ brings you natural fiberwear at the best value! The rich ivory-colored, natural cotton fabric is unbleached, undyed and unprocessed. **i play.**™ Natural Cotton fabric uses less energy to manufacture and requires no chemicals harmful to delicate skin.



### **Snap 'n Grow Playsuit**

It's as easy as 1-2-3 to dress baby in our exclusive Playsuit with its roomy over-the-head design and snap-closure bottom. And it's a snap with a Snap 'n Grow extender we've included for longer wear.

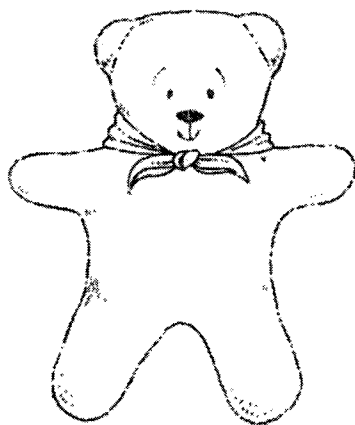
- o Versatile 100% natural cotton knit keeps baby cool in the summer and warm in the winter.



### **Play Shirt**

Our roomy over-the-head design makes little work of dressing little ones. Styled with extra length for longer wearing time.

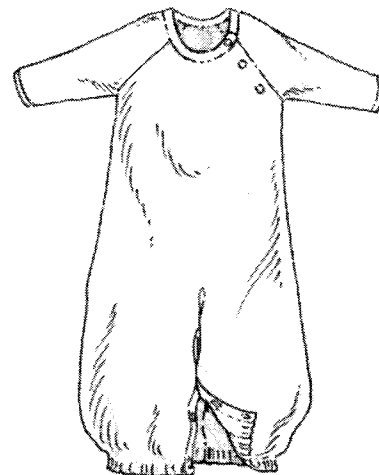
- o 100% natural cotton feels soft next to baby's skin.
- o Matching binding adds durability.



### **i play.™ Bear**

Hi there, I'm the i play.™ Bear, and I'm eager to go home and cuddle with baby. Whether I'm in baby's hands or mouth, thrown across the room, or dropped in the tub, rest easy – I'm made from 100% organic cotton, and I'm fully washable and dryable. And if I do say to myself, I'm a cool bear with my stylish scarf and contoured body. I'm made from recycled fabrics, because at i play.™ we don't believe in wasting a thing. It's part of our wish to make baby's world a better place to grow up.

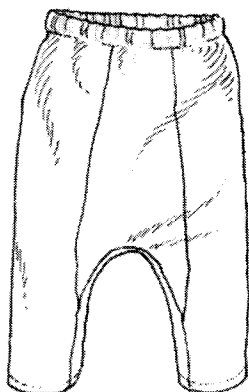
- o Soft and natural, like baby.
- o Measures 9" tall x 6" wide.



### **Converter**

Babies usually grow too fast to wear out their clothes, but not so with our stylish Converter. A swift switch of the snaps changes it from saque to romper with plenty of room for baby to develop.

- o Soft, 100% natural cotton knit gets softer with each washing.
- o Convenient snap closures at the head and toe.
- o Fits newborn up to 2 years.



### **Play Pants**

They may be easy to pull on, but our 100% natural cotton Play Pants are designed to stay put. Full cut with back panel fits comfortably over diapers and generous length means longer wearing time.

- o Soft and snug elastic waist.
  - o Choose from styles with feet and without.
- Note: 100% cotton is not flame retardant and therefore not intended as sleepwear.







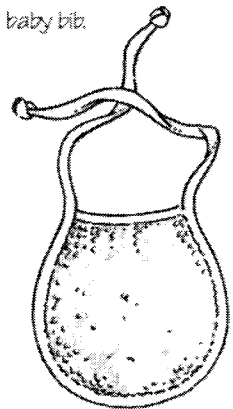
## **Natural Gear**

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### Baby Bib

Keep little ones clean (and you, too!) with our easy-tie baby bib.

- o Absorbent natural cotton terry.
- o Easy wash and dry.

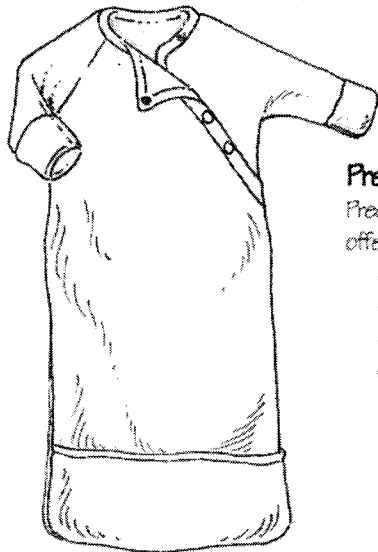


### Preemie Saque

Precious preemies deserve their own fashions, and our Preemie Saque offers unique features that keep tiny ones warm and comfortable.

- o Stylish side snaps make on/off a cinch.
- o Easy-fold envelope bottom keeps baby's legs covered.
- o Built-in mitts prevent scratching delicate skin.
- o Double layer of fabric at side opening for warmth.

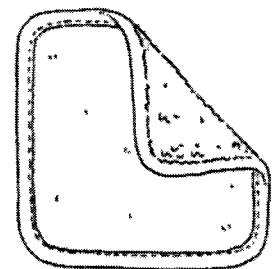
Note: 100% cotton is not flame retardant and therefore not intended as sleepwear.



### Wash Cloth

Baby feels caressed – not just bathed – with our soft, natural cotton wash cloth. Large size means better grip and more coverage.

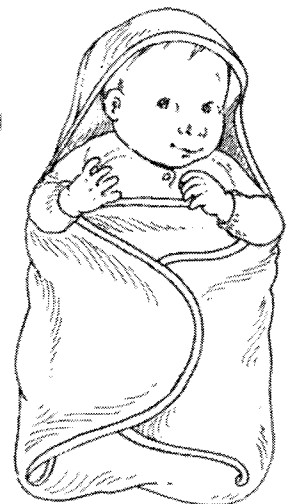
- o Terry-knit is absorbent yet pliable.
- o Sturdy binding ensures longer wear.



### Newborn/Preemie Swaddling Blanket

Wrap baby in your love and our Swaddling Blanket. Hooded top and snug fit keep baby warm and secure in your arms, after a bath, or any of time.

- o Contour shape fits baby best.
- o Soft, 100% cotton knit and flannel fabric is reversible.



### Preemie Set

The littlest babies are perhaps life's biggest gift, and we've designed a perfect gift for them. Our attractively packaged Preemie Set includes the **i play.™** Preemie Saque, Preemie Cap, Baby Bib and Receiving Blanket in 100% natural cotton.

- o Set combination gives added value.

Note: 100% cotton is not flame retardant and therefore not intended as sleepwear.





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